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13 2 The LEGO® Brick 25
 3 Defining Serious Play 37
 4 The LEGO® SERIOUS
 PLAY® Method 47 5
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Before we jump into how switching costs can help build a better business model, it might be helpful to discuss a few examples of switching costs you might not have considered. 1. Learning Curves Are a Switching Cost. How annoying is it when you get a new phone or laptop and for that first little while everything feels strangely alien?

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